



gold coast convention and exhibition centre

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**Client:** Pola Skincare and Cosmetics  
**Event:** 2015 Pola Spring Convention  
**Attendees:** 1,500  
**Day/s:** 1 day  
**Team:** JTB Australia (PCO) and Switch South Korea (Production)  
**Date:** 7 February 2015

#### THE CLIENT

With a reputation built on breakthrough research and cutting edge technology, it was no surprise the client was actively focused on bringing together AV and production to produce an inspiring event at the forefront of today's technology. The client wanted a location and venue that would not only support their space needs and production requirements, but offer delegates a seamless event experience. With up to 300 people on stage at any one time, the sheer magnitude of the convention meant the client had to carefully consider a variety of decisive factors including commitment to service excellence, production expertise and superior equipment and technical capabilities.

#### THE EVENT

Award-winning Japanese cosmetics house *Pola Skincare and Cosmetics* and their top sales representatives were welcomed through the doors of the Gold Coast Convention and Exhibition Centre (GCCEC) on Saturday 7 February for Pola's 85<sup>th</sup> anniversary, the 2015 Pola Spring Convention.





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A real coup for the Centre and the City, and a first for Australia, the 1,500 pax incentive was awarded to the GCCEC in October 2014 after the international market leader approached the bureau seeking the best the Gold Coast had to offer.

While the client initially sought the destination and venue based on reputation, the cosmetic company required their own commitment to product quality to be reflected in all aspects of the convention and wanted an event that encompassed everything the Gold Coast stands for – a place where business, entertainment, lifestyle and beauty all intertwine.

#### THE VENUE

Renowned as Australia's largest regional convention centre, in the nation's fastest growing regional city, the Gold Coast Convention and Exhibition Centre (GCCEC) was able to supply the client superior facilities, flexible space and world-class equipment and technology. Big-name production brands such as the Centre's DiGiCo digital console, Hog 4 lighting console, GrandMA lighting console and Yamaha digital mixer contributed to the GCCEC being placed at the top of the list for the client's venue of choice.

Conveniently located just metres from the pristine beaches of Broadbeach and walking distance from more than 3,000 accommodation options, the GCCEC's close proximity to the Coast's chic shopping and restaurant precinct also contributed in making the iconic venue an obvious choice.

Attracting 1,500 female delegates and almost 3,000 room nights booked at hotels and apartments situated within walking distance to the GCCEC, the conference contributed to a significant economic impact for Gold Coast businesses. Many delegates took the opportunity to extend their stay and explore the leisure destination more intimately, while the Centre's smooth delivery of the convention exceeded the client's expectations in achieving the objectives of the event.





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## LOGISTICS AND CHALLENGES

The 2015 Pola Spring Convention consumed approximately 5,477 square metres of event space. The convention involved a four day event build and overnight dismantle, with the GCCEC coordinating the extensive bump in around a number of other in-house clients. The geographical location of the client and language barriers meant the need for all parties to provide clear and concise information was vital to the success of the event. GCCEC's 20 person handpicked team worked over the six day timeframe – five of those in conjunction with the client's operation and production team – to deliver an event that has been credited as Pola's biggest and best to date.

Having built a reputation for supplying seamless production services since the creation of the Centre's 13 man Audio Visual Department in mid-2012 – with the ability to coordinate full scale audio and lighting packages in-house – GCCEC's AV team earned the right to provide the Japanese client its first in-house production experience. In-house production helped reduce costs for the client, while the in-house capabilities also proved beneficial in allowing the team to coordinate bump-in around the building's event schedule.

Providing further testament to the venue's commitment to quality service, the team showed flexibility in being able to meet last minute needs and requirements and worked within a 24 hour timeframe to successfully bring together several sub-hire suppliers for the client's first three day site visit. The extensive tour of the venue's production areas and comprehensive setup showcased the quality and capabilities of GCCEC's equipment and significantly contributed in securing the event for the City.

Following the second three day site visit where the client presented a mock up model of their set design requirements, the GCCEC recommended Burleigh-based company *Coastal Productions* undertake production of the lifelike stage component. An already established positive working relationship meant the two local companies were effectively able to incorporate schedules and work together with the client to execute a luxurious nautical theme synonymous with Australia's





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Gold Coast. Completely built on site, the giant luxury cruise liner stage set spanned 40 metres from bow to stern and formed one of the Centre's largest ever in-house custom set designs.

GCCEC's ability to provide a dynamic space flexible enough to suspend the stage production from the roof of the arena was vital in delivering the overall ambiance of the event. The additional depth of the Centre's 14 metre-high arena ceiling height enabled the client's carefully chosen 30-man operator team to work with GCCEC's audio, lighting, visions, and camera specialists on a scale like no other. The 30 metre-wide by 8 metre-high by suspended wave wall served to create a realistic visual posing as the sail to the ship, while the 27 metre-wide by 5.5 metre-high mapped projection blend set the canvas for the convention's key content. The 1,700 seat arena setup provided sufficient staging area for the recognition ceremonies, with halls one and two accommodating an elaborate lunch and dinner party for delegates.

#### HIGHLIGHTS AND SPECIAL TOUCHES

An honest working relationship between the client and the venue played a key role in the execution of the convention. GCCEC's highly experienced business event specialists worked closely with the client and their operators over the four-month preliminary planning period to transform initial concepts into reality. The Centre's team were able to provide innovative and practical recommendations for a number of unique concepts, such as the 148.5 square metre projection blend and 240 square metre wave wall, to ensure the technical integration complemented the room setting perfectly.

The GCCEC team prided themselves on going above and beyond to ensure the event setups were seamless. Considerable preliminary planning provided the client with optimal audio and lighting coverage, with minimal visible cabling. The team sourced Australian native wattles to provide a striking visual display in the recognition ceremony, while Queensland's floral emblem the Cooktown Orchid was presented to a number of the award winners to commemorate their visit. Gold Coast Mayor Tom Tate was also invited to officially welcome delegates to the international convention.





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Food and beverage is always a memorable point for delegates and a specialty for the GCCEC where a personalised approach to contemporary a la carte style cuisine is tailored to each client. Initial site visits saw the Japanese client fly 10 people to test more than 42 dishes and beverage options over a three day period. The visit resulted in the GCCEC's Chefs creating a customised menu that used an infusion of Japanese and Australian inspired dishes, such as the Australian Black Angus Beef, Local King Prawns and Tasmanian Salmon, to add an impressive and localised element to the delegates' lunch and dinner.

Combining two companies that pride themselves on commitment to quality proved to be the perfect synergy. The team's expertise also meant the client was receiving the most relevant solution based on their needs, whilst still working within the limitations of their budget. The international event not only encompassed innovative technology and striking visuals, but proved a memorable experience for the client's production company who credited the Centre's in-house AV department as one of the best teams they've worked with. The attention to detail and integration between all parties showcased the expertise and award-winning capabilities of the Centre in an entirely unique creative sphere.

**ENDS**

